

CITIZEN KID

Presented by Disney

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Overview & Guidelines

Program Summary: The Citizen Kid program, sponsored by Milk Pep, aims to highlight the extraordinary in every kid through offering social aggregation by the third-party social aggregation vendor Rebel Mouse of text, images and video created and shared by adult parents of these children via popular social outlets. The Rebel Mouse hosted site serves as a digital Hub for a “movement” inspiring kids to do their best, be whom they want to be, and make positive contributions to the world around them while also inspiring parents to encourage them and be part of their activities.

Flight Dates:

Soft Launch: June 13, 2014

Live: June 20-Nov. 17, 2014

Vanity URL: <http://disney.com/citizenkid>

Backend URL: <https://www.rebelmouse.com/disneycitizenkid>

Target Audience:

- Working parents 25-49 who have kids aged 6-11.
- People who are health conscious, but not on a diet and like Milk for its health benefits.
- People believe healthful choices are a lifelong habit, that informed, inspired lifestyles start with balance and that starting the day right, every day, sets the tone for the rest of the day.
- They have a very active lifestyle but build their social lives around the family unit.
- They are always on the lookout for new ideas or activities to do with their family and ways to actively improve their lives.
- They encourage their children to do what they're passionate about (“ordinary kids doing extraordinary things”).

UGC Component: This initiative invites its target audience to submit text, images and video about the “citizen kids” in their lives to Facebook, Twitter, YouTube, Pinterest, Instagram, Tumblr or Google Plus with a common hashtag, #CitizenKid

Classification & Eligibility: This is a General Audience initiative. Submissions are invited from adults over age 13.

Examples

- Group submissions are allowed. The Citizen Kid must be identified; if it's the entire group we need to make sure it's annotated in the text.
 - Example: Joey and the soccer team teach the younger kids at their school how to play and be active. #citizenkid
- The photos/videos should showcase the context of the Citizen Kids' story.
- Text only submissions are allowed.
- Any hashtags that accompany the post can be used but must not include a competitor or anyone that is not part of the campaign. The "reject if" rules also apply here.
 - Examples of what can be used: #Milk, #kidsarethefuture, #kidsrock, #FeedingAmerica, #PowerYourPotential... and the list goes on (we can include more if needed).
 - Examples of what we do not want used: #mykidisbetterthanyours, #bestmistakeever, #beer, #Gatorade... and the list goes on (we can include more if needed).
- URLs in the text are not allowed.



Our #CitizenKid, Dana, came up with "DoNATION Station" to help bring happiness to disadvantaged youth by collecting over 15,000 toys and clothing items in the year.

 www.pinterest.com



Owen, a 12yr old autistic boy is a #CitizenKid because his mantra is no sidekicks left behind.

 www.instagram.com



Trilingual 13 year old, Kiersten, speaks on ways language and travel can change our world. #CitizenKid

 www.youtube.com



Contacts

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Moderation Requirements

- All moderation will be conducted using the Rebel Mouse platform moderation toolset; training will be provided by RM
- Post-moderation of all content is required every four hours throughout flight
- Pre-moderation/pre-filtering of all video submissions using the #CitizenKid hashtag is required before any video appears on the Rebel Mouse/Citizen Kid site (<http://disney.com/citizenkid>)

Reject Reasons

- **PII** - Any element that might reveal the identity or location of anyone in video, photos or text, including last names, school names, street numbers, license plates, etc.
- **COPYRIGHT** – Contains significant amount of clear audio (song) or video that is clearly owned by another entity
- **OBJECTIONABLE CONTENT** – Provocative language, including curses or even “hell” or “sexy”, or behavior, including flipping the bird, or if a guest exposes their underwear
- **SECURITY** – Someone acts in a way that warrants contacting the authorities, including threatening someone, engaging in dangerously lewd underage behavior, threatens suicide, solicits sex, nudity, etc.
- **DUPLICATE** – A video, text submission or photograph is the same, or substantially the same, as another
- **UNAUTHORIZED MUSIC** – Includes any music in the video
- **BRAND/LOGO/ LIKENESS VIOLATION** – Any prominent display or mention of a brand other than the one for this event, or the prominent appearance of someone’s likeness such as a celebrity poster
- **POOR TECHNICAL QUALITY** – Video or audio is distorted or hard to watch or listen to for a technical reason, including poor lighting or focus; or photograph is particularly blurry or otherwise distorted
- **CONTAINS UNORIGINAL ELEMENTS** – Photo or video prominently features creative elements obviously not produced by the guest such as professional graphics, clips from other videos, etc.
- **RULES/OTHER** – Video, text or photo submission violates a guideline or rule not mentioned above
- **POOR FORMATTING:** Examples: The video was transcoded incorrectly (you’ll see a green bar); the video is squished from the top (very distorted, not skinny)

ALSO REJECT IF:

- Any of the following is visible in the submission:
 - Alcohol -- any beer or liquor brands
 - Tobacco -- any cigarette, cigar, or chewing tobacco brands
 - Caffeinated drinks/soda/Energy Drinks
 - R-rated movies and some PG-13 movies, depending on content
 - T-rated or M-rated video games
 - TV-14 or TV-MA rated TV shows
 - Adult rated magazines/posters
 - Medications and personal products
 - Phone numbers, for example 1-800-CALL-ATT
 - Controversial celebrities
 - Competitors' logos or signage, for example the Nickelodeon orange splat, Cartoon Network, the Hub, etc.
 - Clothing that reveals cleavage, bare midriffs, underwear, bathing suits, etc.
 - Submissions that contain a logo or brand name that is the focus
 - A Guest focuses on a person outside of the range of the initiative (e.g., "citizen kid" described is actually an adult in his 40s)
 - A Guest appears to be much younger or older than the rules above (e.g. submission is clearly from a child under age 13)
 - The submission is sideways or upside down
 - A video appears to be filmed with a filming screen (usually on a TV or a smartphone.) There is a possibility that someone could be filming someone who doesn't want the video on the site
 - There is alcohol in the background
 - There is an R-Rated or competitors' movie poster in the background
 - A Guest does not act in a safe way or does not take caution when creating their video, e.g. not wearing appropriate safety gear
 - Submission includes any racist, profane, homophobic, or other discriminatory elements
 - Cyber bullying

NOTES: help.disney.com/Games/Citizen-Kid